



SECNAVINST 5720.44A

3 June 1987

PUBLIC AFFAIRS POLICY & Regulations

Secretary of the Navy

Washington, D.C.

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DEPARTMENT OF THE NAVY

OFFICE OF THE SECRETARY

WASHINGTON, D.C. 20350-1000

SECNAVINST 5720.44A

01-5

03 June 1987

SECNAVINST 5720.44A

From: Secretary of the Navy

To: All Ships and Stations

Subj: DEPARTMENT OF THE NAVY PUBLIC AFFAIRS POLICY AND REGULATIONS

1. Purpose. To provide basic policy and regulations for carrying out the public affairs and internal relations programs of the Department of the Navy.

2. Cancellation. SECNAVINST 5720.44 (Department of the Navy Public Affairs Regulations of 1974). Appendix F of this instruction lists cancelled reports previously required by SECNAVINST 5720.44.

3. Organization and Design of This Instruction. This instruction is organized in two parts. Regulations and policy which are directive in nature are printed on white paper. Procedural guidance on ways regulations and policy may be implemented is printed on yellow paper.

4. Administration and Maintenance. The Chief of Information (CHINFO) is assigned responsibility for the implementation and administration of these regulations and is authorized to issue any necessary subsequent changes. Recommendations for changes and improvements, with supporting data, should be submitted to CHINFO.

5. Reports and Forms. Reports and forms required by this instruction are listed in Appendix E.

James H. Webb, Jr.
Secretary of the Navy

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0405 TOURS, GUEST CRUISES AND PUBLIC VISITATION

a. General. Tours provide an excellent demonstration of Navy and Marine Corps professionalism to a significant portion of the community. Although demanding of personnel time, the rewards in improved community relations are significant. Impressions visitors gain from going aboard a ship or installation can be lasting. In practice, most shore installations honor requests for tours from various groups throughout the year and reserve a specific day or number of days-- Navy Day, Marine Corps Birthday and almost always Armed Forces Day--for opening the installation for general visiting. Designation of a ship for general visiting purposes is usually made by the Senior Officer Present Afloat (SOPA) or other authority. The availability of a command for tours and visits will depend upon the security conditions in force, personnel available to conduct the tour, operational commitments of the command and other circumstances. Embarkations should be conducted within the framework of regularly scheduled operations. Underway operations are not conducted solely to accommodate guests.

b. Definitions and Basic Information. Definitions and basic information for various visits, tours and cruises are provided below:

(1) Open House. The term open house is no longer used as it implies unrestricted public access. All visitors are guests of the officer in command.

(2) Public Visitation on Invitation of the Commanding Officer. Visitation of a Navy or Marine Corps command extended to the public by invitation of the commanding officer. The public is invited (through news releases, posters, etc.) to visit certain areas on guided tours or under escort. Should circumstances warrant (e.g., sudden security threat, unruly visitors, etc.), invitation can be withdrawn.

(3) Command Visit. A visit scheduled and supervised by a Marine Corps Recruiting District to provide educators and selected media an opportunity to visit a Marine Corps installation and observe operations first-hand. The 4th Marine Division and 4th Marine Aircraft Wing are also sponsor commands for command visits. Details are provided in reference (e).

(4) Educator Orientation Visit. A visit scheduled and supervised by a Navy Recruiting District to provide educators an opportunity to visit Navy installations and ships and observe operations first-hand. Representatives of local news media may participate on a limited basis. They must agree beforehand that their purpose is to cover the Educator Orientation Visit (places visited, reactions of educators, interviews of Navy personnel from the hometown covered by the medium, etc.). Details are promulgated by COMNAVCRUITCOM.

(5) Congressional Visits. A visit to Navy or Marine Corps commands by Members of Congress, their staffs or representatives of a Congressional Committee, including staff members. Such visits are scheduled and coordinated by the Chief of Legislative Affairs who coordinates as necessary with CHINFO or DIRPA. Details are promulgated by the Chief of Legislative Affairs.

(6) "Go Navy" Cruises. Embarkation in all types of Navy ships by candidates for Navy enlisted and officer programs and persons who are influential in the recruiting process. See Article 0405j ("Go Navy" Cruises).

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(7) **Casual Visits.** Visits or embarkations of families and personal guests of the crew of a Navy ship.

(8) **Media Embarkations.** Visits or embarkations of media representatives on assignment. Details are provided in Article 0306 (Disseminating Information to News Media).

(9) **Guest Cruises.** Any embarkation of civilian guests in Navy ships for public affairs purposes falls under the cognizance of SECNAV. Official DoD and Navy guest cruises include:

(a) **Joint Civilian Orientation Conference (JCOC) Visit.** The JCOC is a five-day field trip to Army, Navy, Air Force and Marine Corps commands and Unified or Specified Command installations by civilians invited to participate by SECDEF. CHINFO coordinates the Navy phase (usually involving a visit to a CV), and DIRPA coordinates the Marine Corps phase of the JCOC. See Article 0405g (Joint Civilian Orientation Conference).

(b) **Secretary of the Navy Guest Cruise.** An embarkation of top-level leaders in the fields of business, industry and education in aircraft carriers, cruisers and battleships. Guests are invited personally by SECNAV. See Article 0405h (Secretary of the Navy Guest Cruises).

(c) **Guest of the Navy Cruise.** An embarkation of mid-level executives with no previous exposure to the Navy in all types of Navy surface ships. See Article 0405i (Guest of the Navy Cruises).

(d) **Distinguished Visitor/VIP Tours and Visits.** Visits and embarkations of distinguished persons not falling into categories discussed in subparagraphs (a) through (c) above are handled by the Chief of Naval Operations (CNO) and, for Marine activities, DIRPA. CNO and DIRPA will promulgate coordinating instructions and reporting requirements to support such visits.

c. **Basic Guidelines for Public Visitation and Tours of Ships.** The following guidelines can be applied to most visits and shipboard tours.

(1) All hands must be reminded that they are representatives of the Navy or Marine Corps. Fostering this attitude is particularly important when conducting tours or hosting visits of persons whose exposure to the Sea Services has been limited.

(2) For foreign port visits, ship's company and embarked personnel should prepare for visitors by receiving briefings on local customs and traditions.

(3) "Welcome Aboard" brochures, radio and television interviews with the commanding officer and brief accounts of significant events in the ship's history can all add to the effectiveness of a ship visit. Brochures should contain a photograph of the ship, historical and unclassified statistical data and a discussion of the ship's mission. If foreign port visits are anticipated, brochures should be translated.

(4) Explanatory signs should be prepared directing visitors through the ship and explaining systems and equipment. When overseas, the signs should be bilingual.

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(5) Opportunities should be arranged which allow local citizens to meet with members of the ship's company to share interesting backgrounds at appropriate times (e.g., during lulls in shipboard tours).

(6) An adequate number of selected and trained tour guides or escorts should be selected based on appearance, enthusiasm, personability and skill in expressing themselves. In all cases, guides should be trained and briefed in advance. Those who speak the host country's language should be used as hosts.

(7) Particular care must be exercised when news media representatives are invited aboard in a capacity other than their professional one. They should be treated as news media representatives regardless of their status as invited guests.

d. Coordination and Approval Authorities for Visits and Embarkations. General policy governing embarkation of civilians not associated with news media are contained in reference (g); policy for non-news-media visits to Marine Corps installations is provided in reference (e). The following outlines approval and coordination authorities for visits to and embarkations in ships and installations.

(1) Policy regarding coordination and approval authority for all embarkations and visits of news media is provided in Article 0306j (News Media Embarkations). See also Article 0515 (Use of Military Vessels and Aircraft for Public Affairs Purposes) and reference (g).

(2) With regard to Secretary of the Navy Guest Cruises, Guest of the Navy Cruises and similar programs, senior news media business leadership may be brought aboard as distinguished persons if their function is corporate management and the visit or embarkation is for orientation purposes as part of an organized guest tour or cruise (e.g., an executive participating in a Secretary of the Navy guest cruise). In such cases, CHINFO or DIRPA would be kept informed and all other provisions of this article (rather than Article 0306j) would apply. The visit and embarkation of correspondents (including managers of news departments or organizations) as opposed to corporate executives would be handled as per Article 0306j (e.g., required escorts, etc.) regardless of their being invited aboard in a capacity other than their professional one. Of paramount importance is the maintenance of security at the source. Whether the guest cruise participant or visitor is a distinguished business executive associated with the communications industry (e.g., "news media") or another commercial enterprise, the provisions of this instruction and other pertinent directives will be applied in all circumstances; prior to the disclosure of information to members of the public, proper security and policy review will be conducted at the appropriate level to assure the protection of classified and sensitive unclassified military technology and information that requires protection as per Chapter Five (Security and Policy Review).

(3) The Unified Commander approves non-news-media public affairs embarkations in that officer's area of responsibility and may delegate this authority.

(4) ASD(PA) coordinates with the appropriate service all non-news-media embarkations and visits of distinguished persons approved or requested by the Chairman of the Joint Chiefs of Staff, Unified or Specified Commanders or their subordinate commanders.

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(5) Embarkations and visits associated with recruiting programs (e.g., educator orientation visits, command visits, "Go Navy" cruises) will be handled and coordinated in accordance with this instruction and applicable directives issued by the Commandant of the Marine Corps (CMC) or COMNAVCRUITCOM.

(6) Congressional visits, while subject to this instruction, must be accorded a degree of flexibility to enable the Chief of Legislative Affairs to be responsive to extremely short notice requests. To meet such requests, the Office of Legislative Affairs (OLA) will promptly notify the appropriate command of an impending visit by a member of Congress, Congressional committee or staff assistant. Commands receiving requests for Congressional visits from other channels shall inform OLA via the chain.

(7) When a guest embarkation is made in the area of responsibility of one command and guest debarkation occurs in a new command area, the command sponsoring the embarkation will coordinate travel by obtaining the concurrence of all cognizant commanders and CNO, CMC and ASD(PA) as appropriate.

(8) The embarkation of civilian women in ships is governed by reference (g).

e. General Policy pertaining to Guest Cruises. The following policies apply to all guest cruise programs:

(1) Guests are responsible for providing their own transportation to and from their residences. Because the programs are conducted at no additional cost to the government, participants must reimburse the Navy for living and incidental expenses.

(2) Because of the limited opportunities for embarkation, a guest's opportunity to communicate his or her experiences to colleagues must be taken into account. For this reason, one of the criteria in guest selection is the extent of involvement in civic, professional and social organizations. In addition, guest cruise participants should come from a variety of racial and ethnic backgrounds.

(3) Atlantic cruises will be made on ships operating between East Coast ports, or between the continental United States (CONUS) and the U. S. Caribbean ports of San Juan, Puerto Rico, or Charlotte Amalie (St. Thomas), U. S. Virgin Islands. Pacific cruises will be made on ships operating between West Coast ports; between CONUS and ports in Hawaii, Alaska; between ports within Hawaii and Alaska; or between Mexico and Canada if approved on a case-by-case basis.

(4) Guests will be informed of security restrictions in their pre-departure or welcome aboard briefing. Briefings should also include measures to be taken by the guests in case of emergency. Unclassified photography should be permitted aboard ship, as photographs renew guests' feelings of identification with the ship. Guests will be advised of areas where photography is prohibited and security regulations will be courteously enforced.

(5) Guests will be billeted in officers' country and normally subsist in the wardroom. Guests need not be assigned separate rooms. If the length of the cruise permits, guests should be invited to dine at least once in each mess aboard.

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(6) Guests will be afforded the privileges of the cigar mess, commissioned officers mess (open) ashore (less package store privileges) and the use of the ship or Navy Exchange laundry and tailor shops. Other Navy Exchange privileges will be limited to items of immediate personal use while aboard and souvenir items.

(7) Emergency medical and dental care will be provided when convenient civilian care is not available. In the event of injury or serious illness to civilians embarked in Navy ships and aircraft or visiting naval activities, commanding officers will notify their operational commanders, CHINFO and the cognizant area coordinator by message. Injuries to civilians embarked in Navy ships must also be reported by message to JAG WASHINGTON DC. If the injured civilian was aboard a Navy ship for the purpose of accompanying embarked Marines, the commanding officer will also notify DIRPA by message. Commanding officers of Marine Corps activities will notify their operational chain of command and DIRPA if the injury occurred during a visit to a Marine Corps installation or while accompanying Marine Corps units. In the event of an emergency not covered by Navy Regulations or other directives, the facts and circumstances shall be reported by message to SECNAV with information copies to other concerned commands and activities.

(8) Guests may be allotted time for side trips at their own expense when an itinerary includes a port call in an area of interest.

(9) As a souvenir of the cruise, guests may be provided with a photograph of the ship, suitably inscribed by the commanding officer, or other memento prior to their departure.

(10) Public release about guest cruises will be limited to those initiated by the participants. Navy-originated releases will be avoided unless requested by the participants. News media queries will be answered fully, the purposes of the cruise program offered and the fact stressed that no cost to the government is incurred.

(11) Guests who are members of the news media (e.g., "correspondents"), including managers of a newsgathering function (e.g., Vice President, NBC News) will be treated as though they were present in a news-gathering capacity. This means that questions and discussions will be handled in accordance with standard requirements governing the release of information to news media. See Chapter Three (Public Information). See also subparagraph d(2) above.

f. Necessary Information for Cruise Participants. Cruise participants need certain information prior to their embarkation. This information provided below is best sent as an enclosure to the cruise invitation, either by the commanding officer of the ship involved or another individual specified by the inviting official.

(1) Statement of the purpose of the cruise program.

(2) Statement authorizing the embarkation and, if applicable, Carrier Onboard Delivery (COD) flights, with instructions for reporting aboard.

(3) Name and rank of the commanding officer and any embarked flag or general officer.

(4) Caution that guests should not accept an embarkation invitation unless they are in good health.

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(5) Statement to the effect that the tempo of operations might cause changes in scheduling which could result in the invitation being withdrawn on short notice.

The following additional information should be included or provided by separate letter: recommended wardrobe, passport and immunization requirements, availability of emergency medical and dental facilities and ship's store and other facilities available. The commanding officer should also address the use of personal cameras. Under normal circumstances, camera use should be encouraged subject to certain restrictions. These restrictions may be enumerated once the guests arrive aboard. [As per paragraph 11 of reference (h), the commanding officer is responsible for the control of photography.] Included with this information should be a statement of fund reimbursement policy:

"The Department of the Navy has no specific authority to use its funds to defray or reimburse a Navy guest for his or her personal expenses. As a result, the Department cannot provide you with transportation from your home to the port of embarkation or from the port of embarkation back to your residence. Your expenses for meals will be nominal while you are aboard a Navy ship or facility. You should make provisions to meet any extraordinary expenses which might arise. For example, if a personal or other emergency arises which necessitates your returning home during the cruise, you should be prepared to use commercial transportation at your own expense from the most distant point on the cruise itinerary."

"Navy ships and aircraft, by their very nature, present certain hazards not normally encountered ashore. These hazards require persons on board to exercise a high degree of care for their own safety."

"Acceptance of this invitation will be considered your understanding of the above limitations and arrangements."

g. Joint Civilian Orientation Conference (JCOC) Visit. The JCOC is convened by the SECDEF to promote understanding of the Armed Forces on the part of distinguished citizens in a variety of fields. The trip is usually five days of briefings, tours, static displays and observations of military units in exercises. The trip includes a visit to Washington, D. C., with presentations by the civilian and military heads of the Department of Defense and the Military Departments. CHINFO is designated by SECNAV to plan and coordinate the Navy phase of the Conference and evaluate and process nominations for Conference participants originating within the Navy. Similarly, DIRPA has cognizance over the Marine Corps phase of the Conference. CHINFO or DIRPA may delegate conference planning. Specific guidance regarding the criteria and procedures for selection of participants is promulgated in advance of the conference by CHINFO.

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h. Secretary of the Navy Guest Cruises. These cruises in larger ships are (R) generally conducted at least three times a year, on alternate coasts. The four-day program includes pierside tours of surface ships, a pierside tour/embark on a nuclear submarine, the opportunity to observe Marine and SEAL team field activities and an underway, overnight visit to an aircraft carrier. The optimum number of guests is 12. Guests will have had no previous exposure to the Navy. Previous exposure is defined as active or reserve service in the U. S. Navy or U. S. Marine Corps within the last 10 years, or participation in a cruise on a U. S. Navy ship in the last 10 years. The fleet commander in chief or SOPA will greet Secretary of the Navy Guest Cruise participants. The guests are top-level executives and leaders with a wide sphere of influence within their respective professions and communities.

(1) Each fleet commander in chief or designee will:

(a) Advise CHINFO of prospective dates and ship names for the Secretary of the Navy Guest Cruises as early as possible, and at least 60 days in advance of the embarkation date.

(b) Arrange lodging for guests for the duration of the visit. (R)

(c) Arrange for guests to be greeted by the fleet commander in chief or SOPA.

(d) Provide unclassified briefings and tours.

(e) Arrange reception and supper on evening before embarkation. (R)

(2) Host ships will:

(a) Submit CHINFO Report 5720-1 (Guest Cruise Itinerary Report) to the appropriate fleet commander in chief (copy to CHINFO, area coordinator and type commander) as soon as possible after designation as a host ship:

1. Time and place of guest embarkation and any specific instructions.

2. Estimated time of embark and debark.

3. Destination and ETA.

4. Employment of ship and other pertinent information, including intermediate port visits.

5. Name of commanding officer and embarked flag or other officer senior to the commanding officer. (D)

6. Name of PAO and ship telephone numbers.

7. Estimated cost to guest.

(b) Notify CHINFO of any change to an itinerary which would require guests to remain aboard for longer periods than scheduled or involve an alternate port of debarkation.

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(3) CHINFO will:

(a) Maintain a list of prospective guests nominated by Area Coordinators, high level officials of the office of the SECNAV and others.

(b) Issue SECNAV invitations to prospective guests at least six weeks prior to the embarkation date if possible.

(c) Draft letters of confirmation.

(d) Prior to the cruise, forward biographies of guests to the appropriate fleet commander in chief and designated SOPA.

(e) At least two weeks prior to the cruise, send a message with names of guests, position and firm, home address and telephone number to the appropriate fleet and type commander.

(4) Host ships will, upon completion of the cruise, submit CHINFO Report 5720-2 (Guest Cruise Completion Report) to CHINFO which will consist of:

(a) Name of ship;

(b) Actual place and time of guest embarkation;

(c) Actual place and time of guest debarkation;

(d) Names of guests embarked, including notation on any guests who may have departed early;

(e) Corrections to CHINFO Report 5720-1.

- A) **i. Distinguished Visitor Cruises/Carrier Embarks.** Guests under this program embark on an aircraft carrier for one or several nights, and are the same type as those invited on SECNAV Guest Cruises.

(1) CHINFO will:

(a) Maintain a list of prospective guests nominated by area coordinators, high level officials of the Office of the SECNAV and others.

(b) Forward these nominations to type commanders and inform nominees they have been invited to participate in this program.

- A) (2) Type commanders (AIRLANT/AIRPAC) or their designated representative will maintain waiting lists, inform nominees they have been invited, and advise CHINFO periodically when nominees have completed their embark.

(3) Host ships will:

(a) Submit CHINFO Report 5720-1 (Guest Cruise Itinerary Report) to the appropriate fleet commander in chief (copy to CHINFO, Area Coordinator and type commander) as soon as possible after designation of a host ship. Provide:

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1. Time and place of embarkation and any specific instructions.
2. Estimated time of embarkation and departure.
3. Destination and estimated time of arrival.
4. Employment of ship and other pertinent information, including intermediate port visits.
5. Number of billets available.
6. Name of commanding officer and embarked flag or other officer senior to the commanding officer.
7. Name of PAO and ship telephone numbers.
8. Estimated cost to guest.

(b) Notify CHINFO of any change to an itinerary which would require guests to remain aboard for longer periods than scheduled or involve an alternate port of debarkation.

(4) Hosts ships, upon completion of the cruise, submit CHINFO Report 5720-2 (Guest Cruise Completion Report) to CHINFO which will consist of:

- (a) Name of ship;
- (b) Actual place and time of guest embarkation;
- (c) Actual place and time of guest debarkation;
- (d) Names of guests embarked, including notation on any guests who may have departed early;
- (e) Corrections to CHINFO Report 5720-1.

j. Guest of the Navy Cruises. Guests under this program are drawn from mid-level management with no previous exposure to the Navy. Ideally, guests should include persons who have influence on the recruiting process, such as secondary school principals, guidance counselors, coaches and teachers. Cruises are normally two to three days, although cruises up to seven days are authorized. Longer cruises will not be approved unless special circumstances dictate otherwise.

(1) Area Coordinators or designated representative will:

(a) Extend invitations to Guests of the Navy and include basic information outlined in Article 0405e (Necessary Information for Cruise Participants).

(b) Maintain a roster of prospective guests and notify the appropriate ship and fleet commander in chief when unable to fill any allocated billet.

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(c) Ensure that guests on cruises to or from a Mexican port are aware that they must have a passport or a Tourist Card in their possession before arriving in Mexico. Tourist Cards may be obtained from Mexican Tourist Bureaus in major cities or from airlines serving Mexico.

(d) Submit CHINFO Report 5720-1 as per paragraph 0405h(2)(9) (R) above.

(2) Fleet commanders in chief or designated representatives will:

(a) Request nominations for cruises and allocate billets to local coordinators (e.g., bases) at least two weeks prior to each quarter.

(b) Make CHINFO an information addressee on all messages pertaining to guest cruises, including ship assignments, points of embarkation and debarkation, cruise dates and number of billets.

(3) CHINFO will:

(a) Forward names of any prospective participants to Fleet commanders in chief or designee.

(b) Monitor conduct of the program.

(4) Host ships will:

(a) Submit CHINFO Reports 5720-1 (Guest Cruise Itinerary Report) and 5720-2 (Guest Cruise Completion Report) as per paragraphs 0405h(2)(a) and 0405h(4) respectively. (R)

k. "Go Navy" Cruises. This program consists of cruises for community leaders who can assist local recruiting efforts and prospective candidates for enlisted and officer programs. Billets allocated under this program will be filled directly by the COMNAVCRUITCOM. Examples of the community leaders who qualify for consideration are secondary school principals, guidance counselors, coaches and teachers. "Go Navy" Cruises take place on any type of ship underway for one or two days. Ideally, ships return to the port at which guests were embarked. Cruises are conducted at no cost to the government. Transportation to and from the ship, meals and other incidental expenses shall be paid by the guest.

(1) Each fleet commander in chief or designee will:

(a) Submit to COMNAVCRUITCOM ship names, points of embarkation and debarkation, cruise dates and number of guest billets available. Lists must be received by COMNAVCRUITCOM 30 days prior to the beginning of each quarter.

(2) COMNAVCRUITCOM will:

(a) Function as Program Manager for the "Go Navy" Cruise program.

(b) Immediately upon receipt of fleet nominations of cruises, allocate billets to Navy Recruiting Districts, ensuring that fleet commanders in

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chief, numbered fleet commanders, type commanders and designated ships are kept informed.

(c) Monitor the program, reallocating billets when necessary and keeping all concerned informed.

(3) Commanding Officers, Navy Recruiting Districts, will:

(a) Function as Cruise Coordinators.

(b) Maintain a roster of prospective guests.

(c) Extend personal invitations to guests, advising them of personal expenses they will be required to bear and other information required by Article 0405e (Necessary Information for Cruise Participants).

(d) Notify COMNAVCRUITCOM and the appropriate ship without delay when unable to fill any allocated billet.

(e) When a firm guest list is compiled, forward names of guests by message to the host ship with information copies to the appropriate fleet commander in chief, type commander and COMNAVCRUITCOM. (Lists shall include: name, position, age, civic or professional affiliation, hometown and primary next of kin.)

(4) Commanding officers of host ships will:

(a) Coordinate details with the appropriate Commanding Officer, Navy Recruiting District, when a final guest list is received.

(b) Keep all concerned advised of changes to ship's schedule which could affect the cruise.